

### IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method of generating a listing in a network-based commerce system, the method including:

receiving listing identification data from a user;

~~retrieving listing data based on the listing identification data;~~

searching a database of reference listing data to locate a similar listing;

receiving an indication from the user selecting the similar listing;

generating a proposed listing to present to the user, the proposed listing including the similar listing ~~include the listing data;~~

~~prior to posting the listing,~~ allowing the user to modify the listing data of the proposed listing, ~~resulting in the~~ to create a listing; and

posting the listing in a database of the network-based commerce system, ~~wherein~~ the listing, once posted, ~~represents~~ representing an offering of a good or service.

2. (Previously Presented) The method of claim 1, which includes allowing the user to accept the listing, prior to posting the listing.

3. (Currently Amended) The method of claim 1, wherein the network-based commerce system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.

4. (Currently Amended) The method of claim 1, which includes:  
generating a user interface with a plurality of fields; and  
populating the plurality of fields with the listing data.

5. (Currently Amended) The method of claim 4, which includes providing a plurality of check boxes, each of which ~~are~~ is associated with an attribute of the listing, and automatically without human intervention checking attributes based on the listing data.

6. (Original) The method of claim 5, which includes allowing the user to modify checks in the check boxes.
7. (Currently Amended) The method of claim 1, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.
8. (Canceled)
9. (Currently Amended) The method of claim 1, wherein the listing identification data is a Vehicle Identification Number (VIN), the method including retrieving listing data including one of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, and an engine capacity of the vehicle.
10. (Currently Amended) The method of claim 1, wherein the listing identification data is one of a group including a movie title and UPC code, the method including retrieving the listing data in the form of details on ~~the~~ a movie.
11. (Currently Amended) The method of claim 1, wherein the listing identification data is one of a group including a book title and UPC code, the method including retrieving the listing data in the form of details on ~~the~~ a book.
12. (Currently Amended) The method of claim 1, wherein the listing identification data is one of a group including a music title and UPC code, the method including retrieving the listing data in the form of details on ~~the~~ a music item.

13. (Currently Amended) A machine-readable medium including ~~a sequence of~~ instructions that, when executed by a machine, cause the machine to:

receive listing identification data from a user requesting posting of a listing on a network-based commerce system;

~~retrieve listing data based on the listing identification data;~~

search a database of reference listing data to locate at least one similar listing;

receive an indication from a user to select a similar listing;

generate a proposed listing to present to the user, the proposed listing including the at least one similar listing ~~include the listing data;~~

~~prior to the listing being posted,~~ allow the user to modify the listing data in the proposed listing, ~~resulting in the~~ to create a listing; and

post the listing in a database of the network-based commerce system, ~~wherein~~ the listing, once posted, ~~represents~~ representing an offering of a good or service.

14. (Previously Presented) The machine-readable medium of claim 13, wherein the user is allowed to accept the listing, prior to posting the listing.

15. (Currently Amended) The machine-readable medium of claim 13, wherein the network-based commerce system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.

16. (Currently Amended) The machine-readable medium of claim 13, which causes the machine to:

generate a user interface with a plurality of fields; and

populate the plurality of fields with the listing data.

17. (Original) The machine-readable medium of claim 16, wherein a plurality of check boxes are provided, each check box being associated with an attribute of the listing and selectively being automatically checked based on the listing data without human intervention.

18. (Original) The machine-readable medium of claim 17, wherein the user is allowed to modify checks in the check boxes.
19. (Currently Amended) The machine-readable medium of claim 13, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.
20. (Canceled)
21. (Currently Amended) The machine-readable medium of claim 13, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, and the listing data includes one of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, and an engine capacity of the vehicle.
22. (Currently Amended) The machine-readable medium of claim 13, wherein the listing identification data is one of a group including a movie title and UPC code, and the listing data includes details on ~~the~~ a movie.
23. (Currently Amended) A network-based commerce system, which includes at least one server to:
- receive listing identification data from a user requesting posting of a listing on a network-based commerce system;
  - ~~retrieve listing data based on the listing identification data;~~
  - search a database of reference listing data to locate a similar listing;
  - receive an indication from the user to indicate a selection of the similar listing;

generate a proposed listing to present to the user, the proposed listing including the similar listing include the listing data;

~~prior to the listing being posted,~~ allow the user to modify the listing data in the proposed listing, ~~resulting in the~~ to create a listing; and

post the listing in a database of the network-based commerce system, ~~wherein the listing,~~ once posted, ~~represents~~ representing an offering of a good or service.

24. (Previously Presented) The system of claim 23, which allows the user to accept the listing, prior to posting the listing.

25. (Currently Amended) The system of claim 23, wherein the network-based commerce system includes a database of listing data associated with at least one of a group including movies, music, games, books and motor vehicles.

26. (Currently Amended) The system of claim 23, wherein the server generates a user interface with a plurality of fields, and populates the plurality of fields with the listing data.

27. (Currently Amended) The system of claim 26, which provides a plurality of check boxes, each of which ~~are~~is associated with an attribute of the listing, and automatically without human intervention checks attributes based on the listing data.

28. (Original) The system of claim 27, which allows the user to modify checks in the check boxes.

29. (Currently Amended) The system of claim 23, wherein the listing data includes at least one of a group including a title of the listing, a description of the listing, and an image related to the listing.

30. (Canceled)

31. (Currently Amended) The system of claim 23, wherein the listing identification data is a Vehicle Identification Number (VIN) of a vehicle, the listing data including one of a group including a model year of the vehicle, a manufacturer of the vehicle, a number of doors of the vehicle, and an engine capacity of the vehicle.

32. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a movie title and UPC code, and the system retrieves the listing data in the form of details on the movie.

33. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a book title and UPC code, and the system retrieves the listing data in the form of details on the book.

34. (Currently Amended) The system of claim 23, wherein the listing identification data is one of a group including a music title and UPC code, and the system retrieves the listing data in the form of details on the music.

35. (Currently Amended) The ~~system~~ method of claim 1, wherein the offering includes an auction listing.

36. (Currently Amended) The ~~system~~ method of claim 1, wherein the offering includes a fixed-price offering.

37. (New) A method, including:  
receiving listing identification data from a user;  
retrieving, from a database of reference listing data, a similar reference listing based on the listing identification data;  
generating a proposed listings based on the retrieved similar listing;  
communicating the proposed listing for selection by the user; and

responsive to selection of the proposed listing by the user, posting a listing as an offering of a good or service.

38. (New) The method of claim 37, including updating the database of reference listing data to include the listing when the selected proposed listing has been edited by the user.